

INTERESTING ▼ TO ▼ ▼ HOME ▼ BUILDERS





ASSOCIATION
FOR
PRESERVATION
TECHNOLOGY,
INTERNATIONAL
www.apti.org

BUILDING
TECHNOLOGY
HERITAGE
LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibr>

From the collection of:

Jablonski Building Conservation
www.jbconservation.com

Interesting to Home Builders

The finishes described in this booklet are the result of 55 years of leadership in the manufacture of architectural finishes. In building or refinishing your home you may have some idea of your own that you wish to carry out. In this case we want you to make use of our expert finishers. We will gladly furnish you with samples on any wood and any finish you desire.

Architectural Department
BERRY BROTHERS
Detroit



***A
Common Sense
Suggestion***

***It
Sometimes Pays
to be the
Doctor***

IF THE owner is interested enough to select the wood he desires for his interior trim, surely equal care should be taken to get the finish that will bring out the beauty of the wood and preserve it, and this is easily done by taking steps to see that the right varnish is used.

It may be said, "Oh! I leave that to my architect," or "I let my finisher use what he thinks best."

That's all right to some extent, but you don't leave it entirely to your tailor or your shoemaker when buying a suit of clothes or a pair of shoes. You use your individual judgment in the selection of the material, and most of us possess sufficient knowledge of cloth and leather to guide us right.

***Cheap Varnish
Dear Bargain***

Remember this: It costs just as much to apply a poor varnish as a good one, but while good varnish properly used makes a permanently beautiful finish, poor or inappropriate varnish betrays its pedigree by quickly perishing and leaving as a heritage a dull and faded look, marring the appearance of the woodwork and rendering it a source of mortification instead of pleasure to the owner.

It's Up to You

Varnish mistakes are costly, but they are quite unnecessary, and will not happen to the man who looks before he leaps in the matter of varnish.

***A Handicap, But
not a
Serious One***

What may seem an obstacle in the judicious selection of varnish is that one cannot choose it by its appearance, as one can many other commodities; even an expert could not do this, as good and bad varnishes resemble each other closely before being applied.

Notwithstanding this it is just as easy to secure good varnish on your woodwork as it is to get a good hat, if you are in earnest about it.

***Five Useful Sug-
gestions***

If you are building a house, or expect to, and the work has progressed to the stage where varnish is called for, you will find it greatly to your interest to heed the following suggestions, bearing in mind the old proverb, "He is well served who serves himself."

***A Reputation at
Stake***

First. **Choose your varnish maker wisely,** and let it be a manufacturer with an old established reputation; he has more at stake than you have, and could not afford either to put out unreliable varnishes or make any misrepresentations as to their adaptability for special uses.



A *Reliable "Trust"* Second. Trust your varnish maker by selecting the varnishes he offers as especially made and adapted for architectural work. He has made a life-long study of varnish, and knows what you want better than you possibly can. Experimenting with varnish comes high for the house builder. The varnish maker found it so years ago; but the experimental age is over and you have a right to expect the perfected result.

Berry Brothers'
Varnishes,
Of Course

Third. Having decided whose and what varnishes you will have used on your woodwork, instruct your architect to write them in the specifications, just as you would instruct him what furnace or what bathroom fixtures you prefer, or what woods you desire to use for interior finishing.

Skilled Labor

Fourth. See that a competent finisher is employed to do the work; the best of varnish cannot be expected to turn out well if improperly used.

Self-Help

Fifth. Make it your personal business to see that the varnish you want is actually used.

All this is very easily accomplished, and the little time expended will be repaid with compound interest by the resulting finish on your woodwork.

*There's a Right
Varnish
for
every purpose*

The chief Architectural Finishes are:

LIQUID GRANITE
LUXEBERRY WOOD FINISH
LUXEBERRY SPAR
ELASTIC OUTSIDE FINISH
ELASTIC INTERIOR FINISH
SHINGLETINT
DULGLOSS
LACKLUSTRE

These Finishes meet every emergency that can arise for interior and exterior finishing on architectural work.

Luxeberry Wood Finish
White and Light

Formerly known as Berry Brothers' Hard Oil Finish (the original and only genuine hard oil finish ever made).

An Ideal Finish

This is for general interior work, and is unequalled for producing a handsome and durable finish on all woods. It develops and preserves the grain, and can either be left in the natural gloss or rubbed and polished as may be desired.



*Beauty,
Permanence*

*An
Extra Fine Job*

*An Expensive
Mistake*

*Exclusive
Ownership*

Luxeberry Wood Finish "White" is very pale and can be used on the lightest woods without discoloring them in the least, while the "Light" is suitable for Oak, Ash, Chestnut and similar woods.

Where an especially fine finish is wanted we recommend Luxeberry Wood Finish "White" on any wood, as it is an exceptionally nice article and well repays the additional cost per gallon.

Many have erroneously supposed that everything called Hard Oil Finish was substantially the same, many spoiled interiors of natural woods being due to this mistake.

The fact is, however, that genuine Hard Oil Finish was never made by any one but Berry Brothers, who originated and named it, although numerous inferior varnishes are wrongfully offered under the name.

***There's
Protection in the
Name***

The adoption of the name Luxeberry Wood Finish will tend to check imposition and do much toward protecting our friends against the evils resulting from the use of poor or inappropriate varnish on the woodwork.

***Sealed Cans
Only***

Luxeberry Wood Finish is not sold in bulk, but is put up in sealed cans only, up to 5 gallons, each can bearing our well known label. This is an important fact to remember and cans should be carefully scrutinized to see that they are intact.

Liquid Granite

What It Is

This is a varnish of such remarkable toughness and elasticity, that although wood treated with it may dent under a blow, the finish will give with it, without cracking.

***Best
Floor Finish
Made***

By virtue of its toughness it is peculiarly adapted for use on natural wood floors, and is, in fact, the best floor finish ever produced.

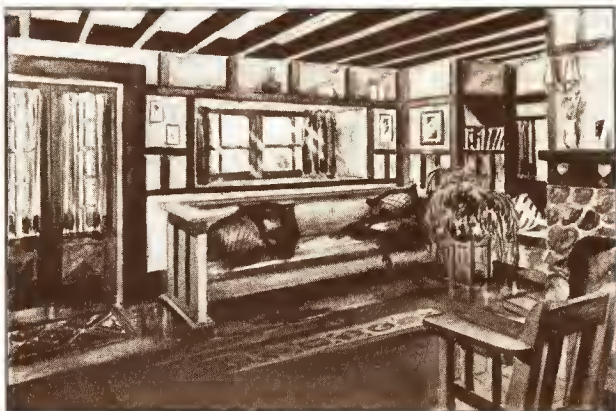
***Supersedes Wax
Finishes***

It supersedes wax by right of its greater utility, not only producing a more handsome finish, but by its durability doing away with the frequent renewals necessary with a wax finish.

***The Many
Uses of
Liquid Granite***

The use of Liquid Granite is not confined to floors; it has a much broader charter, being desirable for all kinds of interior work where a durable finish is wanted.

It is especially useful for counters, bath rooms, inside blinds, wainscoting, toilets, stairways, balustrades, baseboards, inside doors, and other interior woodwork *where exposure to wear and tear is unusually severe*, and is also *well adapted for use*



**Made
Only by
Berry Brothers**

**See that Cans Are
Sealed
and Intact**

**Finished Woods
and Useful
Data Sent Free**

on *Linoleum* and oil cloth, adding to their durability, preserving their freshness, and making a glossy finish.

No one makes Liquid Granite but ourselves, the name being a registered trademark, and in view of the many unreliable finishes and varnishes in the market, it should be a welcome fact that there is at least one that can be called for by name and relied upon as being right.

Liquid Granite is put in sealed cans bearing our label, in all sizes up to five gallons, and care should be taken by the purchaser that cans are intact.

We have issued a little pamphlet explaining how to finish natural wood floors and how to care for them, which we will be pleased to mail to any one interested, and have also samples of wood finished

with Liquid Granite that we mail free upon request.

Luxeberry Spar Varnish

The Waterproof Varnish

Is the standard of quality in a spar varnish and has a reputation fifty-five years old. This varnish is made especially for use on all types of architecture wherever a durable and lasting finish is desired. It can be used as both an exterior and interior varnish, as it is made to withstand severe wind, weather and water exposure and does not turn white.

Elastic Interior Finish

Originally "Hard Oil"

This has the same general qualifications and is used in the same manner as Luxeberry Wood Finish (Berry Brothers' Hard Oil Finish).

It is especially adapted for such portions of the interior woodwork as are subjected to more than the ordinary wear and tear.

Elastic Outside Finish

A Weather Resisting Varnish

This is for store fronts, outside doors, and other purposes where the exposure is excessive, and will be found superior to anything of the kind hitherto offered.

It is made with special reference to durability under exposure to the weather, dries dust-free quickly and will make either a dead or brilliant finish.



Lacklustre

Mission Finishes The wood finish for Bungalows, Old English interiors and for Mission, Flanders and Period Furniture.

Most of the colors which we today so greatly admire in antique wood are the results of hundreds of years of exposure to climatic changes. A few of the colors we now use, our forefathers secured through the use of primitive stain as the basis, and ages did the rest. We of this age desire the same effects, but we want them in a day, and so we treat our woods in a modern way.

The New Way

To advance even this modern way, we have made **Lacklustre**.

Before we made Lacklustre, it was necessary to stain and fill the wood, two operations, and then give a coat of wax and

One Operation

rub the wax to a polish to secure the same effect that can be secured thru the use of Lacklustre.

Lacklustre is not only a stain, but is a stain and finish combined. It is applied in one operation, an operation so simple that it does not take an expert to do the work.

Very Simple

All that is necessary to secure the beautiful, attractive color effects so pleasing in appearance, is to apply Lacklustre to the surface of the wood with a brush or cloth, then wipe off with a piece of cheese cloth.

Not only will Lacklustre give the wood the desired color effect, but the rubbing with the cheese cloth will give it a slight gloss finish that one could hardly call an imitation wax finish, as it produces the same effect as wax without any of the objectionable features.

***Lacklustre
is Permanent***

The gloss finish of Lacklustre is permanent and does not need to be restored every little while as does the gloss of other finishes—moreover, Lacklustre does not catch the dirt like the wax finish.

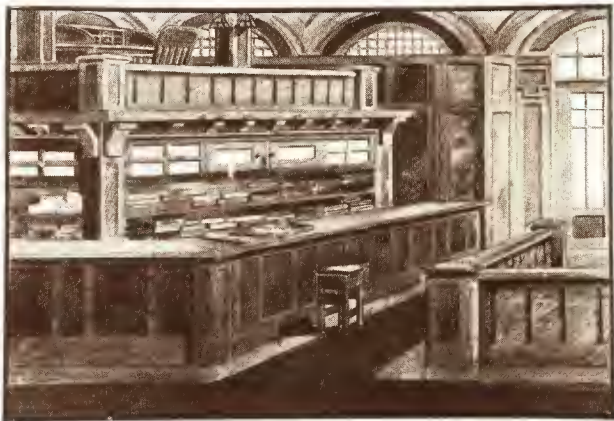
Should you desire in later years to re-finish with Varnish, it is not necessary to strip Lacklustre as with wax, but simply clean it off with a cloth and Varnish.

Lacklustre is made in twelve colors, samples of any color, on any wood, will be sent gladly on request.

Shingletint

***Quality
and Economy***

This is the trade name for the best line of Shingle Stains ever introduced. We make it in all desirable colors, and it is the most economical first-class Shingle Stain in the market.



***Useful
and Ornamental***

It performs a double mission, not only imparting an artistic finish to the shingles, but by reason of its great penetrative and preservative qualities prolonging their life by retarding decay.

No Better Made

Shingletint represents the highest results yet attained in the manufacture of Shingle Stain, being a scientific combination of Linseed oil, coloring pigments, creosote oils, and the necessary drying agents.

***Free Samples
and Data***

Pamphlet giving all information and set of stained samples sent free upon request.

For Special Consideration

False Economy

The use of cheap varnish usually proves expensive economy. The mere cost of the material is a small item compared with the expense of putting it on, and it costs just

as much to apply a poor varnish as a good one. The life of a poor varnish is very brief, whereas good varnish properly applied makes a permanently beautiful finish.

Identification

Luxeberry Wood Finish is made only by Berry Brothers, and buyers should see that cans bear our label and seal.

A Warning

Beware of the "Just as good" argument, which should serve as a note of warning to the buyer of Luxeberry Wood Finish or any other of our Architectural Finishes.

There is not a job of interior finishing too fine for Luxeberry Wood Finish or Liquid Granite to be used on.

For such woods as Oak, Ash, Cherry, Birch, etc., Luxeberry Wood Finish (Light) may be used, while for White Maple, Prima Vera, and other light woods, where it is desired to preserve the natural color, our Luxeberry Wood Finish (White) is preferable as it is very pale and will not discolor the lightest woods.

We also recommend our Luxeberry Wood Finish (White) on any wood when expense is a secondary consideration, as it is an especially fine article, costing no more to apply although a little higher priced by the gallon.

***A Recollection
of the
World's Fairs***

Many who read this will recollect having seen at the different World's Fairs, the fine displays of finished woods exhibited in the Forestry Buildings on which our Hard Oil Finish (Luxeberry) was used. We did not enter them for award, but their appearance so impressed the Forestry Judges that they unanimously adopted resolutions tendering us their appreciation of the high-class work in the Forestry buildings owing to the use of our Finishes.



***"Luxeberry's"
Record at
the World's Fairs***

This unsolicited recognition of the merit of our Hard Oil Finish (Luxeberry), by such a competent body of men as the Forestry Judges was more gratifying to us than a dozen medals would have been, although as a matter of fact, we were given six awards on our varnishes, etc.

At the Louisiana Purchase Exposition, St. Louis, practically all the varnish used on the woodwork of the buildings and on the various exhibits of native and foreign woods was Luxeberry Wood Finish, and the significance of this fact is evident.

The Philippine Forestry exhibit, the Yellow Pine exhibit, and the house of Hoo Hoo for instance, will always live in the memory of those who saw them by reason of the wonderful display of woods

*Free Finished
Samples*

which owed the beauty of their appearance to Luxeberry Wood Finish.

To any one who would like more tangible evidence as to the character of our "Finishes" we will be pleased to mail postpaid finished specimens of wood bearing printed labels showing how the finishing was done.

*How to Get the
Goods*

Most responsible dealers in painters' supplies keep our Luxeberry Wood Finish, Liquid Granite, Lacklustre and other Finishes in stock, but should you have any trouble in procuring them, send direct to us or to any of our branch houses and we will see that you are supplied.

Ask Questions

We invite correspondence from any one who may desire information or advice with regard to natural wood finish, and will answer all queries fully and promptly.

BERRY BROTHERS,
Detroit.

Berrycraft Stain Finish

*Stain
and Varnish*

A correctly blended stain and varnish adapted to all kinds of interior finishing. Comes in eight attractive colors, Light Oak, Dark Oak, Walnut, Cherry, Mahogany, Rosewood, Malachite Green, and an undercoat, and is equally suitable for both new and old work. Dries nicely and produces a smooth lustrous finish that is artistic and durable.

*All Ready
for the Brush*

Put up in friction top cans, easily opened, quickly and securely closed when not in use.

*No Expert
Knowledge
Required*

Berrycraft is applied in the same manner as paint or varnish, and its use is so easy that absolutely no skill is required.

***Will Not Peel,
Chip or Crock***

For Old Floors

***Prolongs
the Life
of Cement
Floors.
It's Sanitary***

Berrycraft holds its lustre, because of its containing Berry Brothers' celebrated varnish as a base. Moisture does not affect it, and an occasional wiping with a damp cloth will keep it in fine condition.

In refinishing old painted or discolored floors, commence with a coat of Berrycraft undercoat, which covers up the old color, making a neutral tint upon which to refinish.

Berry Brothers' Cement Coating

The adoption and increasing use of concrete as a building material has created a demand for a coating for exposed concrete surfaces.

To meet it we have perfected a finishing material especially devised and adapted for this purpose which is known as Berry Brothers' Cement Coating.

It is a sanitary preservative coating for all cement and concrete surfaces, excluding dirt and preventing chipping and the formation of dust caused by friction, makes a hard, glossy finish, and can be rubbed if desired.

It is suitable for both interior and exterior work, and is not affected by water.

It is especially adapted for floors of garages, factories, hospitals, schools, etc., where the maintenance of sanitary conditions is of unusual importance.

We make cement Coating in four colors, Slate, Red, Stone, Buff and Transparent. We solicit inquiries from any one interested in a handsome, healthful and economical finish on cement and concrete surfaces.



